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Message for Marin, Wendy

From: Patrick VENETUCCI
Date: Mon, Oct 10, 1994 10:50 AM
Subject: V-Wear Sweepstakes Entries
To: Wendy MARIN
Cc: DAlessandro, Giuseppe; Robert FERRIN; Doug RYAN; John BUEHLER; Connie BULANDA

Wendy,

This provides you with 1994 Fall V-Wear sweepstakes entries through w/o 10/3 by vehicle. As you can see, the FSI has generated the most entries to date. Aside from the alternate entries, Competitive Direct has the highest response rate. There were no entries via the catalog offered at POS, however nearly 13,000 entries were generated by the tear pads on the displays (which accompanied the POS catalog).

Media Vehicle	Entry Thru w/o 10/3	Circulation	Response Rate	% of Total
FSI	45,301	31,112M	.15%	.1
Direct (Slims)	27,690	102M	.03%	.06
POS Tear Pads*	12,970	12,600M	.10%	.02
—Alternate Entry	9,962	15M	66.41%	.02
Direct (Comp)	8,044	407M	1.98%	.02
POS Catalog	0	1,913M	0%	.0
Total	103,967	476,740M	.2%	

* Tear Pads were attached to carton and pack displays as well as b-headers.

Please call with questions.

Patrick
 x3702